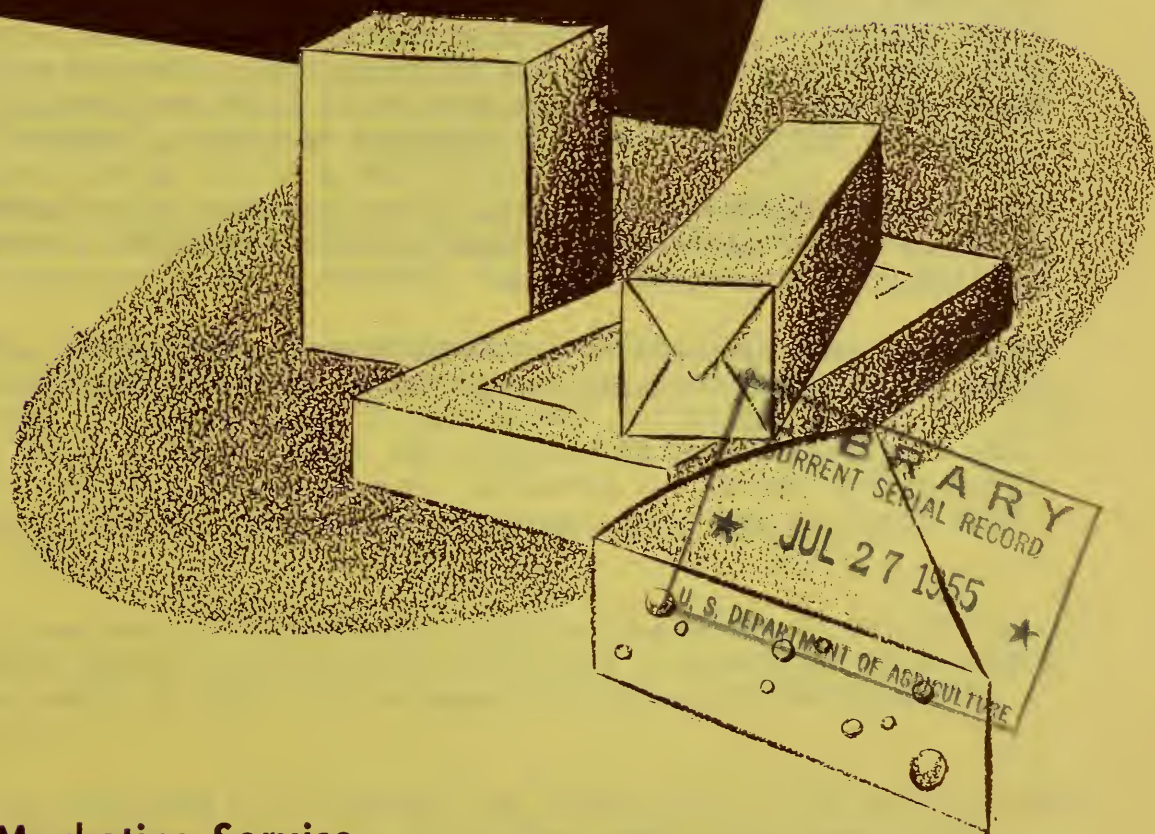


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Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine, April 1955



HPD-9

June 1955 •
Agricultural Marketing Service
U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of monthly reports, the first of which was published for April 1954, showing estimates of current household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. This series is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter and margarine only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were adjusted to the level currently reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, CHEESE, NONFAT DRY
MILK SOLIDS, AND MARGARINE, APRIL 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders reported that they bought 8 percent more butter and 13 percent more margarine in April 1955 than in April a year ago. In addition, they reported a gain during April 1955 in purchases of natural cheese and cottage cheese, compared with a year earlier, but a drop in total purchases of processed cheese. Purchases of nonfat dry milk solids for household use were reported over 20 percent larger in April 1955 than in April 1954.

Householders bought almost 63 million pounds of butter during the 4-week period of April 1955, covered by their reports, a gain of about 5 million pounds over purchases in April 1954. Butter purchases for household use during the dairy marketing year April 1954-March 1955 were reported 13 percent greater than in the same period a year earlier. Household purchases of butter had been greater each month during the 12 months ending March 31, 1955, than in the same month of the preceding year. It was estimated that during the period April 1954-March 1955, household purchases of butter made up over 60 percent of total domestic civilian use of creamery butter.

Purchases of butter for household use in April 1955 were down about 1 million pounds from the preceding month. The average price paid for butter by householders in this survey during April 1955 was just over 67 cents a pound, about the same as the price reported a year earlier. Average prices paid by consumers for butter during April 1954-March 1955 had been about 10 percent less than in April 1953-March 1954.

About 45 percent of all families reported purchases of butter during the 4-week period of April 1955, which was 1 percentage point above the same month in 1954 but unchanged from the 3 preceding months (table 1).

Margarine purchases for household use during April 1955 were reported at over 97 million pounds, up 11 million pounds from April 1954. For the April 1954-March 1955 period, margarine purchases by householders were reported about 3 percent larger than in the preceding

12-month period. April was the seventh consecutive month in which margarine purchases were larger than in the same month a year earlier; in April-September 1954, margarine purchases for household use were reported smaller than a year earlier. Household use of margarine in April 1954-March 1955 was about 90 percent of total domestic disappearance of margarine in all channels--household and nonhousehold.

Householders reported buying 2 million pounds less of margarine in April 1955 than in the preceding month. Average prices reported paid for margarine by consumers in the survey were 1 cent per pound less in April than a year earlier. For the 12 months ending March 31, 1955, the average price paid for margarine was reported about the same as in the preceding year.

About 60 percent of all families reported margarine purchases in April 1955, compared with 56 percent in April 1954. However, the percentage of all families buying margarine during April 1955 was down from that reported for the 6 preceding months (table 2).

Nineteen percent of all families reported buying both butter and margarine in April 1955, while 14 percent reported buying neither. The reported percentage buying both was somewhat lower than in the preceding 3 months, while the percentage buying neither was somewhat higher.

Householders bought a total of 48.4 million pounds of natural and processed cheese (purchased weight basis) in April 1955, compared with 50.3 million pounds in April a year ago. The total for April of this year included a gain of 3 million pounds in natural cheese purchases but a drop of 5 million pounds in processed cheese purchases.

Natural cheese purchases by households during April 1955 were reported at 27.8 million pounds. Compared with a year earlier, consumers reported larger purchases of all natural types, particularly American and types other than Swiss and cream. Although total natural cheese purchases were higher than a year earlier, they were down from the preceding month (table 4).

Total processed cheese purchases for household use in April 1955 were reported at 20.7 million pounds, compared with 25.5 million pounds in April 1954. Purchases of processed cheese and cheese foods were smaller than a year earlier, with a particularly sharp drop for the cheese foods. However, purchases of processed cheese spreads for household use in April 1955 were larger than a year earlier. Householders reported a drop during April 1955 below the preceding month in purchases of all processed cheese types (table 5).

Prices for the natural and processed cheese types were generally lower in April 1955 than in April 1954. The lower prices were most noticeable for natural Swiss and processed spreads.

Cottage cheese purchases, not included in the above cheese totals, were reported at 38.2 million pounds in April 1955, up 1 million pounds from April 1954 but down 5 million pounds from the preceding month. Consumers continued to report relatively stable prices for cottage cheese--just over 21 cents per 12-ounce unit (table 6).

Purchases of nonfat dry milk solids for household use in April 1955 were reported at 13.5 million pounds, 22 percent above the level reported a year earlier. April 1955 was the third consecutive month in which purchases of nonfat dry milk solids were reported above 13 million pounds. During the period April-December 1954, the monthly level of nonfat dry milk solids purchases ranged from 9.4 to 11.1 million pounds.

The average of prices paid for nonfat dry milk solids by householders was close to 40 cents per pound in April 1955, almost 2 cents per pound higher than in April 1954. However, the April 1955 price was fractionally lower than a month earlier (table 7).

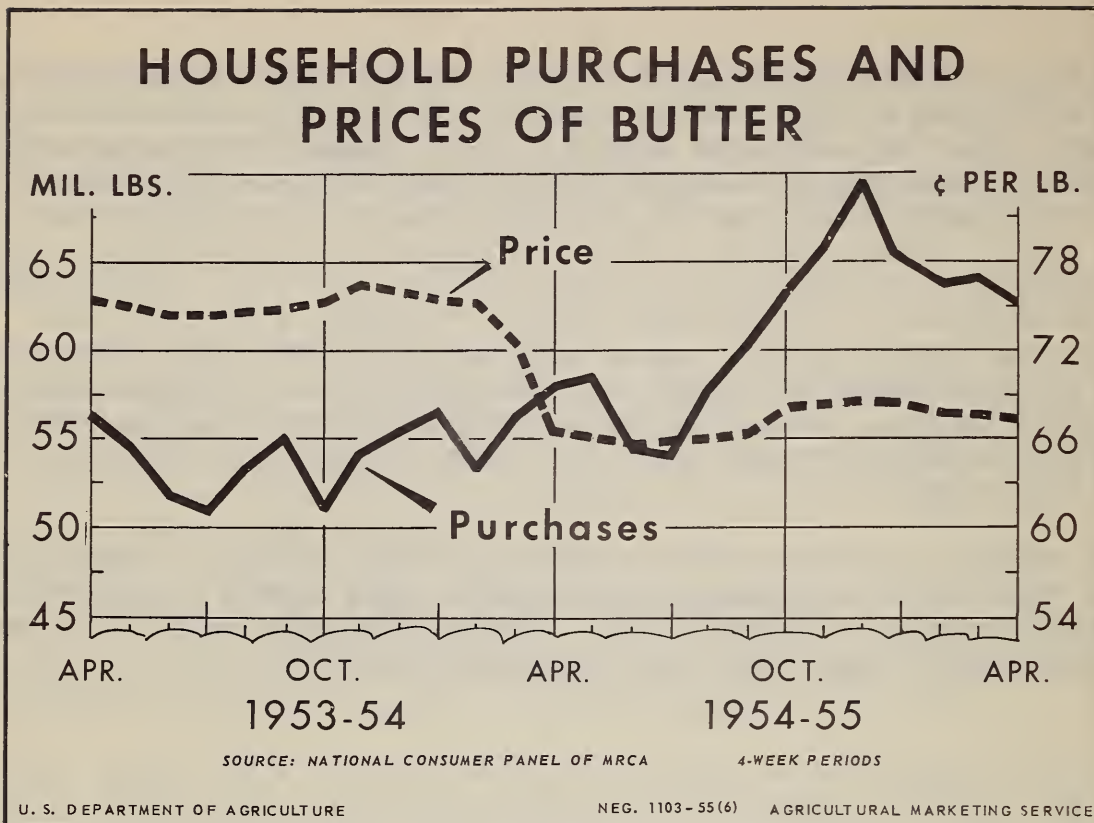


Figure 1

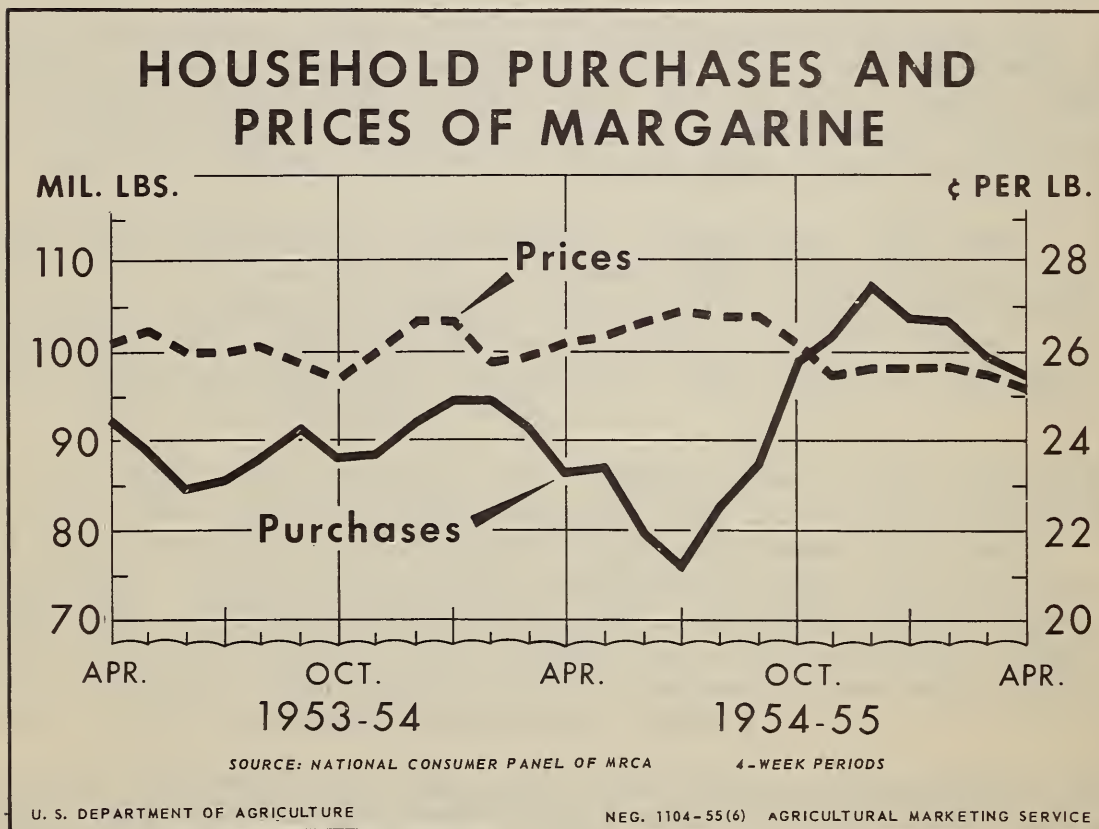


Figure 2

Table 1.--Butter: Household purchases and average price per pound
U. S., 4-week periods

[illegible]

Table 3.--Cheese: Household purchases and average price per unit,
U. S., 4-week period, April 1955

Type	Percentage of all families buying any type	Average per purchase	Total	Per 1,000 population	Average price paid per unit
	Percent	Ounces	1,000 pounds	Pounds	Unit Cents
Natural					
American	x	13.9	17,210	106.5	Lb. 62.3
Swiss	x	10.2	3,290	20.4	Lb. 73.2
Cream	x	5.9	3,530	21.9	3 oz. 14.0
Other	x	9.5	3,730	23.1	Lb. 75.4
Processed					
Cheese	x	10.6	9,010	55.8	Lb. 61.5
Cheese foods	x	22.9	5,240	32.4	Lb. 45.0
Cheese spreads	x	15.3	6,410	39.7	Lb. 51.0
	<u>1/</u> 57.7				
Cottage cheese	--	16.2	38,220	236.6	12 oz. 21.2

1/ Estimated percentage buying each type is supplied in quarterly report.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Natural Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases								Average price paid							
	American		Swiss		Cream		Other		Per pound				Per 3 oz.			
	American		Swiss		Cream		Other		American		Swiss		Other		Cream	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
	pounds	pounds	pounds	pounds	pounds	pounds	pounds	pounds								
April-----	17,210	14,910	3,290	3,180	3,530	3,390	3,730	3,320	62.3	63.6	73.2	78.0	75.4	75.5	14.0	14.1
May-----		15,310		2,950		3,460		3,590		63.0		76.8		77.4		14.3
June-----		13,910		3,580		2,880		2,860		62.3		75.4		74.4		14.3
July-----		14,160		3,120		2,500		2,950		63.0		75.0		74.0		14.4
August-----		15,010		2,940		2,310		2,940		62.9		75.1		76.1		14.4
September-----		16,140		3,520		2,790		2,950		62.0		74.2		77.2		14.2
October-----		17,280		3,640		3,370		3,520		62.0		72.7		77.4		13.7
November-----		16,950		3,100		3,670		3,560		62.8		74.9		74.7		13.5
December-----		16,830		3,290		4,090		4,070		63.0		75.1		81.9		13.9
January-----		17,270		3,670		4,210		3,920		63.3		72.0		75.8		13.7
February-----		17,920		3,530		3,950		4,240		62.8		72.5		78.8		14.2
March-----		18,120		3,860		3,860		3,460		63.4		72.1		75.4		14.0

Table 5.--Processed Cheese: Household purchases and average price,
U. S., 4-week periods

Period	Purchases						Average price paid per pound					
	Processed cheese		Cheese foods		Cheese spreads		Processed cheese		Cheese foods		Cheese spreads	
	Processed cheese		Cheese foods		Cheese spreads		Processed cheese		Cheese foods		Cheese spreads	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	1,000	1,000	1,000	1,000	1,000	1,000	Cents	Cents	Cents	Cents	Cents	Cents
	pounds	pounds	pounds	pounds	pounds	pounds						
April-----	9,010	10,740	5,240	9,110	6,410	5,670	61.5	60.9	45.0	47.1	51.0	57.9
May-----		10,670		9,020		6,290		60.6		45.8		52.0
June-----		10,330		9,420		5,450		61.2		45.8		54.3
July-----		9,900		7,960		5,170		61.5		46.7		53.9
August-----		9,940		7,580		5,710		61.2		46.6		51.9
September-----		10,450		8,090		6,000		60.1		45.5		51.9
October-----		10,000		8,160		6,790		61.2		44.8		52.1
November-----		9,660		6,360		6,050		61.1		44.5		53.7
December-----		9,210		6,210		6,130		62.0		46.1		55.6
January-----		10,020		6,970		7,920		61.4		44.9		51.8
February-----		10,700		7,250		8,350		61.4		44.2		49.8
March-----		10,380		6,340		7,800		60.9		44.1		49.9

Table 6.--Cottage Cheese: Household purchases and average price,
U. S., 4-week period

Period	Purchases		Average price paid				Size of average purchases	
			Per 12 oz. unit for all purchases		Per actual 12 oz. unit purchases			
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	<u>1,000 pounds</u>	<u>1,000 pounds</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Ounces</u>	<u>Ounces</u>
April-----	38,220	37,370	21.2	21.2	22.9	22.7	16.2	15.8
May-----		36,020		21.2		22.5		15.8
June-----		35,600		21.0		22.7		15.9
July-----		34,300		20.9		22.7		15.9
August-----		32,820		21.2		23.0		15.7
September-----		31,720		21.1		22.8		15.7
October-----		32,780		21.3		23.0		15.5
November-----		32,940		21.4		23.1		15.9
December-----		30,110		21.2		23.1		16.0
January-----		34,990		21.2		23.2		16.0
February-----		38,200		21.3		23.2		15.8
March-----		43,240		21.2		23.0		16.0

Table 7.--Nonfat dry milk solids: Household purchases and average
price per pound, U. S., 4-week periods

Period	Quantity purchased						Average price paid			
	Average		Total		Per		Per pound		Per actual	
	per				1,000		for all		1-pound unit	
	purchase				population		purchases		purchases	
	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55	1955-56	1954-55
	Ounces	Ounces	1,000 pounds	1,000 pounds	Pounds	Pounds	Cents	Cents	Cents	Cents
April-----	19.5	21.1	13,500	11,080	83.6	70.2	39.7	38.1	35.4	36.7
May-----		21.1		10,880		68.9		37.8		36.1
June-----		22.6		9,560		60.5		37.3		35.4
July-----		23.5		9,560		60.1		36.4		34.8
August-----		22.6		9,410		59.1		35.5		33.7
September----		22.0		9,910		62.3		36.7		34.1
October-----		20.6		10,860		67.7		38.3		35.0
November-----		20.3		10,660		66.5		38.5		35.9
December-----		19.9		10,110		63.1		39.7		35.6
January-----		18.9		12,360		77.1		40.5		36.1
February-----		18.8		13,510		84.2		40.3		35.8
March-----		18.6		13,280		82.8		40.2		35.8

National Consumer Panel of Market Research Corporation of America.

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